



Using Loving Support To

# GROW AND GLOW

in WIC

BREASTFEEDING TRAINING  
FOR LOCAL WIC STAFF



# Using Loving Support To GROW AND GLOW in WIC: Breastfeeding Training for Local WIC Staff







Using Loving Support To GROW AND GLOW in WIC:  
Breastfeeding Training for Local WIC Staff

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# STRATEGIES FOR TRAINING WIC STAFF

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5







# MODULE 1

## *How WIC Supports Breastfeeding*

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5





## MODULE 2

### *Feelings About Breastfeeding*

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5







## MODULE 3

### *Communicating With WIC Families About Breastfeeding*

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5







## MODULE 4

*Barriers to Breastfeeding*

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5





## MODULE 5

### *Promoting and Encouraging Exclusive Breastfeeding*





## MODULE 6

*Promoting Breastfeeding  
During Pregnancy*







## MODULE 7

*Providing Support to New Breastfeeding  
Moms (Birth to 1 Month)*

MODULE 6

MODULE 7

MODULE 8

MODULE 9

MODULE 10





## MODULE 8

*Helping Mothers Continue the Breastfeeding Relationship (1 Month to 12 Months)*

MODULE 6

MODULE 7

MODULE 8

MODULE 9

MODULE 10







## MODULE 9

*Talking with Mothers About Breastfeeding...  
When Mother and Baby Are Separated*

MODULE 6

MODULE 7

MODULE 8

MODULE 9

MODULE 10





## MODULE 10

*Solutions for Common  
Breastfeeding Problems*

